

# Name Tag takes its task seriously

Here's a new product that will add "class" to your next business meeting, seminar or convention. It's called Name Tag Kit, and it prints name tags in large print.

Available from a mail order company called Power Up!, P.O. Box 7600, San Mateo, Calif. 94403, this \$99.95 package includes all you need to prepare eye-catching, custom-designed name tags.

While you can easily spend more money for other programs that do the same thing — I'll mention one more-established program later on — here are some features I like about this particular program:

■ **Wide variety of formats.** You can combine information about the host and participant in six standard name tag formats, or you can design your own format which may be a variation of one of the standard formats. There are eight font styles and four type sizes offered. Name tags can range from 2 inches square to 4 inches square.

■ **Numerous print options.** The



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Records can then be marked for selective printing, sorting or searching.

■ **Quick data import and export.** Name Tag Kit can easily exchange data with other programs. If a Name Tag Kit data base already exists, outside data can be appended to it.

As you might have guessed from the word "kit" in its name, this product is more than a floppy disk. It includes 100 tractor-fed, peel-off name tags, 100 tractor-fed, card-

board name tags, and 100 plastic holders with pins. Special "two-up" sheets for laser printing, card-board or peel-off, can be ordered.

■ **Versatile power of a data base.** All data is entered as "fields" and "records" in a standard template.

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On the downside, Name Tag Kit is best suited to printing a number of name tags in batch mode. Printing tags one at a time — at a convention, for example — is a slow process as you bounce around menus and have to wait for the printer to finish printing each one before entering new data. A printer with extra memory would help by freeing up the computer sooner.

Before using Name Tag Kit, I had considered testing a set of more established programs called PC/Nametag I, II and III, from Crestline Co. Inc., 22 W. 21st St., New York, N.Y. 10010. But costing from \$299 to \$599, these programs appear greatly overpriced, and they do not have obvious functional advantages over Name Tag Kit.

Crestline does, however, offer two other handy programs called PC/Nametent I for dot matrix

printers, \$80, and PC/Nametent II for laser printers, \$195, for identifying speakers at seminars or panel discussions.

The programs print the speakers' names and titles in 1-inch letters on inserts that are then slipped into clear acetate sleeves for display.

■ **The Bottom Line.** With Name Tag Kit you can make several hundred professional name tags without the expense of typesetting or calligraphy. In addition, the program can easily retrieve names from other programs.

It's my first choice for those seeking to automate this function.

For higher volume applications, however, you may wish to look into the PC/Nametag programs.

*Hillel Segal's column includes evaluations of gadgets, seminars and books designed to enhance business productivity. Segal is a management consultant based in Boulder.*